A Guide to Software Asset Management

ARE YOU AT RISK?

Curious as to whether your company maybe at risk for using unlicensed or counterfeit software?

1. Do you know how many PCs, laptops and servers your organisation currently has in use?

   Yes ☐ No ☐

2. Do you have a software licence for all software programmes installed on your PCs, laptops and servers?

   Yes ☐ No ☐

3. Are you confident that no employees have made unauthorised copies of your software?

   Yes ☐ No ☐

4. Did you acquire all the software installed on your PCs, laptops and servers from reputable sources?

   Yes ☐ No ☐

5. Does your organisation have a written policy for copying software and/or purchasing software licences?

   Yes ☐ No ☐

If you answered 'no' to any of these questions or if you are unsure about any of your answers then you need to evaluate your organisation's software situation in greater detail. This guide will outline the steps you need to take to implement SAM in your organisation.

Contents

Section 1

Software Asset Management: what is it and how can it benefit your organisation?

Section 2

Software Licensing: the basics

Section 3

4-Step Plan: putting Software Asset Management in place

Section 4

FAQs: answering your questions on Intellectual Property, Licensing and Piracy

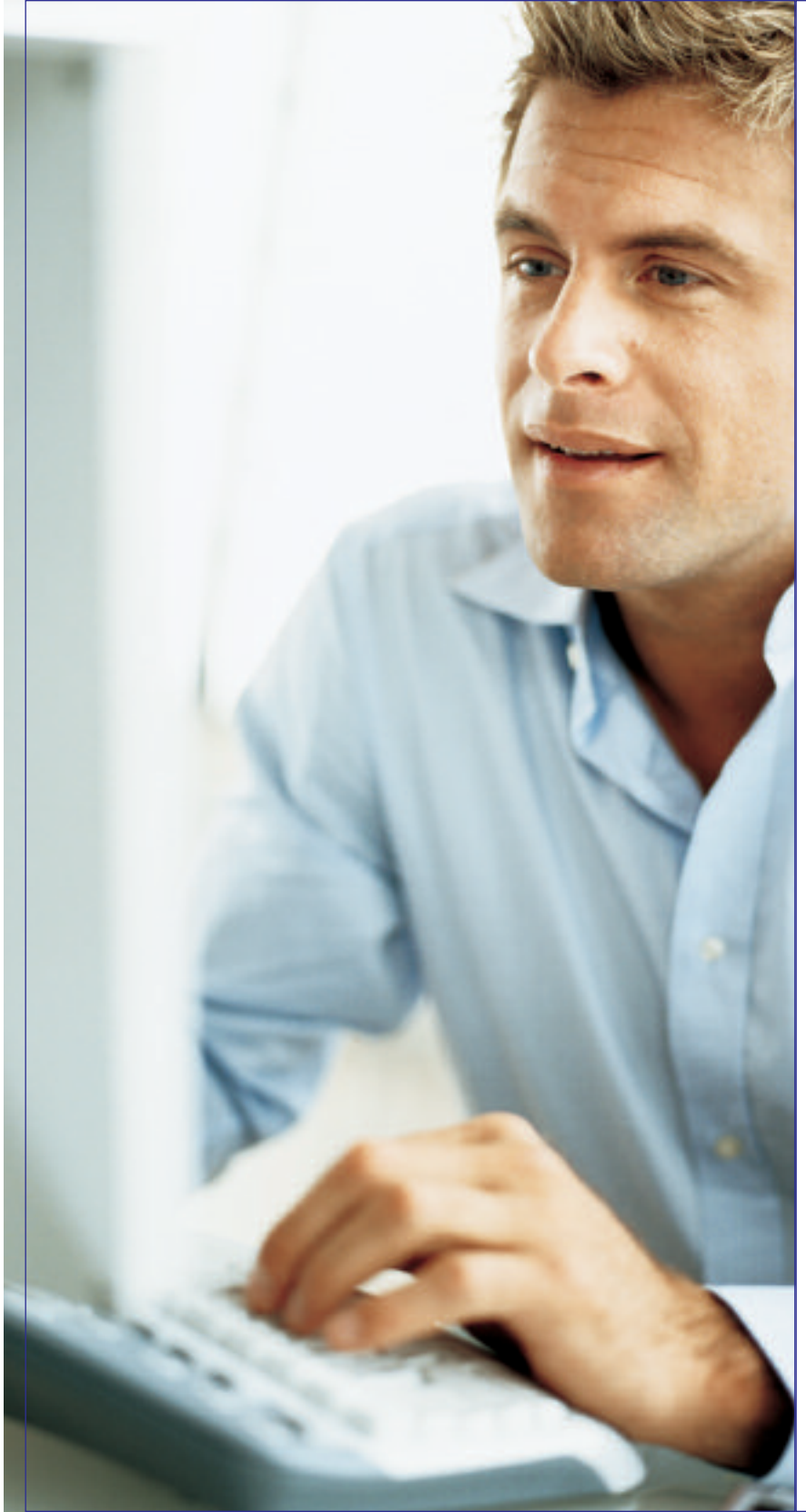
Section 5

Software Asset Management Checklist: keep track of every step of the process

"The role and importance of externally acquired software has changed dramatically in recent years, to the point where it has to be regarded as a business asset and managed as such. Software Asset Management has become an imperative, not an option. Software licences are business assets. Without them, directors expose their business and themselves to constraints and to legal and financial risks."

Source: Miles Templeman, Director General of Institute of Directors

Microsoft



Quaker Foods Europe (Quaker), a £300m division of PepsiCo supplies breakfast cereal and related products in Northern Europe including UK, Benelux, Scandinavia, and other parts of the EMEA region. Its products include household brands such as Quaker Oats, Scott's Porage Oats, Oatso Simple, Snack-a-Jacks and Harvest Crunch which it supplies to major retailers in the UK and through a network of distributors in other geographical regions.

Over 90% of the company's products are recognised as market leaders making it one of the most successful businesses in the cereal manufacturing industry. The company has six offices around Northern Europe and employs nearly 400 people.

Whilst the organisation has always kept a close watch on the issues surrounding licence compliance and legality it was felt that the implementation of a set of formal processes would assist in on-going management of the company's software assets and enable the smooth transition from purchase to deployment, upgrade or disposal. Critical to the success of the project was going to be finding the correct point of embarkation.

SAMpartners Ltd were chosen to support Quaker in the project and carried out a PC audit and licence reconciliation exercise using a market leading software tool. In parallel with this, their unique SAMcheck© service was undertaken.*

Stuart Riches, Head of IT stated that "establishing an accurate starting point for the project was vital to its success and the combination of an audit along with the SAMcheck service did exactly that. Our partnership with SAMpartners has enabled us to move forward a long way in a short time and the benefits of the project will be enjoyed by Quaker Foods Europe both now and in the long term".*

***www.sampartners.com/samservices**

sam PARTNERS

Microsoft

SAM

"It is an irony of modern business life that directors often pay more attention to their control of assets such as company cars than they do to the management of business-critical, substantial investments, such as IT."

Source: IOD, A Director's Guide, Managing your Software Assets.

Microsoft

Software Asset Management

WHAT IS IT AND HOW CAN IT BENEFIT YOUR ORGANISATION?

Software Asset Management

Microsoft

Software Asset Management:

WHAT IS IT AND HOW CAN IT BENEFIT YOUR ORGANISATION?

Software is a business critical tool in today's business world and it is essential to keep your organisation running smoothly. It's surprising that so little attention is given to its management, documentation and upkeep after the initial purchase. Essentially, software is often taken for granted. That's where the business process of Software Asset Management comes in.

Software Asset Management, or SAM, is a series of business processes that provide you with everything you need to manage, control and protect your software through all stages of its lifecycle.

SAM can help you to:

- Recognise the software you own
- Discover what software is installed and where it is installed
- Determine where your software can be best utilised
- Ascertain what's needed in terms of licensing documentation
- Plan for future technology investments
- Assist in determining the best licensing solution for your organisation

Software is an asset and should be managed as an asset. By engaging in SAM you can streamline processes, reduce costs and enhance reliability and security. SAM also assists you in fulfilling legal and contractual obligations required by the software copyright owners. Like software, SAM is essential in today's business world.

WHAT ARE THE BENEFITS OF SAM?

Managing an organisation can be both gratifying and overwhelming. With so many decisions and management responsibilities, it's not uncommon to let important details slip.

However, proper software licensing is an aspect of your organisation that should receive the utmost attention.

Software Asset Management can make a world of difference in the smooth operation of your organisation. Likewise, illegally copied software, acquired intentionally or not, is an unnecessary risk that can put your company in jeopardy.

Implementing a step-by-step SAM process will provide numerous benefits for an organisation.

Save money

Good software management can help you determine what software you do and don't need. It can also help you take advantage of volume licence discounts offered by many software publishers and determine how to deploy software more efficiently company-wide.

Manage technological change

Software management can help your organisation identify its software needs, avoid obsolescence and ensure proper technology – enabling you to stay ahead of the competition.

Alleviate communication and transfer problems

In organisations where the acquisition of data technology has gone unchecked, many different platforms and versions may exist. Managing software can help address and resolve these issues, improving workflow and efficiencies.

Justify investments in technology

Software management can help organisations identify what software investments have proven beneficial, while highlighting those areas that may need upgrades or new programmes.

Avoid costs and fines

Abuse of software licences can result in financial penalties and legal costs. Additionally, directors can be individually liable, both in criminal and civil proceedings, for any copyright infringement that occurs within the organisation.

Maintain integrity and honesty

Software management will help ensure that your organisation is using genuine software and is paying for all the software in use. This will give peace of mind to management, employees and shareholders alike.

Reduce corporate liability

Software Asset Management will help control the way employee's use company IT equipment, which exposes business owners to legal implications e.g. downloading music, games and videos.

Be secure and reliable

Unauthorised software can contain viruses that may potentially damage both individual computers and entire networks. Ensuring that your company is using only authorised, genuine software will help alleviate these concerns.

Be eligible for technical support

When using licensed software, you are eligible for technical support and product upgrades from the software publisher.

Be efficient and productive

With properly managed software, you can rest assured that employees will not be focusing time on the software issues raised above. Instead, they'll be focusing on your company's core business goals.

For more information on the benefits of SAM visit:
www.microsoft.com/resources/sam

Software Licensing

"Software licensing isn't just complex, it can be a minefield."

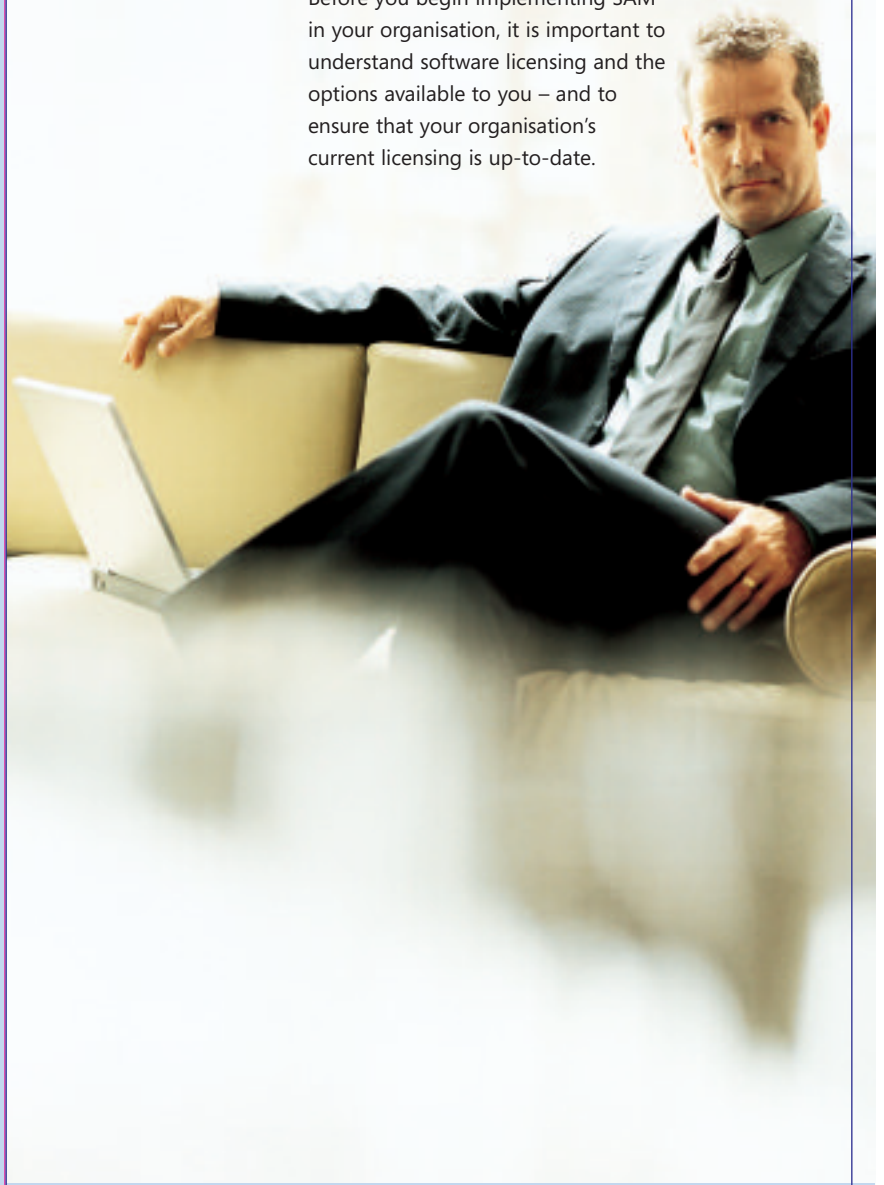
Source: Douglas Hayward, Business and Technology Writer.

Microsoft

Software Licensing:

THE BASICS

Before you begin implementing SAM in your organisation, it is important to understand software licensing and the options available to you – and to ensure that your organisation's current licensing is up-to-date.



WHAT IS A SOFTWARE LICENCE?

Software isn't like most assets you acquire. A software licence grants a person (or company) the legal right to use a software programme. The software itself is the intellectual property of the copyright owner; however, the licence accompanying the software provides the terms and conditions for use of that software programme.

For each software programme you use, you need a licence. Using the software outside the terms of the licence is an infringement of copyright typically referred to as software piracy.

Infringement of copyright can include:

- Installing your software on more computers than the licence allows
- Allowing employees or contractors to make copies of software without the required licence
- Making or selling illegal copies of software
- Using illegal copies of software, even unknowingly (for you to be liable for copyright infringement, it is not necessary that you know that your activity is illegal. The mere act of using an illegal copy of the software can make you liable)
- Allowing or asking, for example, a consultant or employee to install software on your PCs when you do not have a licence for it

For more detailed information on software licences visit: **www.microsoft.com/uk/licensing**

WHAT LICENSING SOLUTIONS ARE AVAILABLE?

Microsoft offers many licensing programmes, designed to meet your every need. The terms and conditions that accompany the licensing programme will vary according to the type of licence purchased.

For more detailed information on licensing solutions, visit: **www.microsoft.com/uk/licensing**

26% (or 1 in 4) business software applications is used without a licence

4-Step Plan

PUTTING SAM IN PLACE

4-Step Plan

"Customers don't know what to keep, why to keep it and the importance attached to it"

Source: David Gilchrist, SAMPartners.

Microsoft

4-Step Plan:

PUTTING SAM IN PLACE

Microsoft understands that maintaining control of and managing your software licences can be extremely challenging. That's why we have developed a step-by-step process to make SAM easier for you.

STEP 1:

PERFORM A SOFTWARE INVENTORY

Performing a software inventory is the first step in any SAM plan as it will establish the number of desktop PCs, laptops and servers your organisation has in use and the type of software installed on each computer.

Depending on your company, this initial step may or may not be an easy one. In either case, establishing this inventory is critical to effective software management and general office organisation. For smaller businesses the inventory can be done manually, or there are a number of automated discovery tools that can scan your entire network easily and efficiently.

MANUAL INVENTORY

You can perform a manual inventory simply by going to each PC and viewing the Add or Remove Programmes screen. This will tell you exactly what programmes are running on that particular PC.

SOFTWARE INVENTORY AND ASSET MANAGEMENT TOOLS

There are many Software Inventory and Asset Management Tools available on the market. Software Inventory Tools primarily take an inventory of the software installed on your PCs, while the Software Asset Management Tools are designed to help you manage your network of computers and the associated software.

Free Microsoft Inventory Tool

The free Microsoft Software Inventory Analyser (MSIA) will generate an inventory of core Microsoft programmes installed on your local computer, or throughout a network. Download MSIA at:
www.microsoft.com/resources/sam/msia.mspx

[Please note that the results of the scan performed by MSIA are completely confidential and are not sent to Microsoft.]

Other Inventory Tools

Other tools are available on the market to help you perform your software inventory. Find a SAM tool by visiting:
www.microsoft.com/resources/sam/tools.mspx

[N.B. This is not a Microsoft endorsement of any particular tool. If you are in the process of selecting a tool, we recommend you extend your search beyond what is listed on this website.]

For downloadable templates and further information on Step 1: Perform a software inventory, visit:
www.microsoft.com/resources/sam/sbs_1.mspx

STEP 2:

MATCH SOFTWARE LICENCES ACQUIRED WITH SOFTWARE INSTALLED

The second step of matching your software licences with software installed is perhaps the most challenging. The following information will help you with this step:

- Locate the licensing documentation for each software programme your organisation currently holds. For tips on locating licensing documentation, visit:
  www.microsoft.com/resources/sam/sbs_2.mspx
- Once you have collected all of your company's licence documentation, record the information in a report. Then compare this report with the software inventory report you prepared in SAM Step 1. You could even use the same summary report used in Step 1 for this comparison.
- It should be easy to see where your company is over-licensed and/or under-licensed or what software may have been installed on your computers without your knowledge or permission.

- Record your findings by tallying the total number of licences held for each software programme and version in a database or spreadsheet similar to the following example:

Software Programme Installed	Version	Total Installations	Total Licences owned	Licence excess or deficiency
Microsoft Office	XP	14	12	-2
Microsoft Office	2000	12	12	0
Microsoft Windows	XP	12	10	-2
Microsoft Windows	2003	37	40	+3

Review how you use the software programmes installed. Do you actually use all of the software programmes for which you own a software licence?

If your company is over-licensed, software assets are going to waste. The software may be installed on additional PCs until the number of licences equals the number of installs.

If your company is under-licensed, now is the time to acquire additional licences through an authorised Microsoft software reseller.

For downloadable templates and further information on Step 2: Match licences with software, visit: **www.microsoft.com/resources/sam/sbs_2.mspx**

STEP 3:

REVIEW YOUR POLICIES AND PROCEDURES

Now that you have a good assessment of the software and licences in use within your organisation, it's the perfect time to review your organisation's policies and procedures.

Review or develop the following documents:

- Software Acquisition Policy: This should describe the steps employees should follow when needing a new software programme.
- New Software Check-In List: What happens when your organisation receives new software? Is the software sent to the department that requested it, or is it sent to the IT department for proper check-in? Having a software check-in list is critical if you want to keep your software and licence inventory up-to-date.
- Software Use Policy: Your Software Use Policy should cover the organisation's rules for downloading, installing and using software programmes. A good Software Use Policy will help keep your organisation's computer system secure, free from viruses, reduce the number of support calls and keep the software inventory up-to-date.
- Disaster Recovery Plan: It's impossible to predict the future, but it is possible to prepare for future catastrophies. All organisations should have a thorough Disaster Recovery Plan (DRP) that describes what to do if tragedy strikes. A section of the DRP should discuss how software assets will be recovered. This should include information on protecting and restoring your systems and software.

For downloadable templates and further information on Step 3: Review your policies and procedures, visit: **www.microsoft.com/resources/sam/sbs_3.mspx**

STEP 4:

DEVELOP A SOFTWARE ASSET MANAGEMENT PLAN

You have worked hard to assess your organisation's current SAM practices, conducted an inventory of the software, located all the licence documentation, and written policies and procedures.

Now you can create an ongoing SAM plan.

- Create a baseline: Before you go ahead, it's important to create a solid baseline for your SAM plan. Standardise software programmes and retire obsolete desktop PCs, laptops or servers and software throughout the organisation. By doing this, you will save money by reducing the support time needed to keep on top of many different software programmes.
- Schedule inventories: An essential part of an ongoing SAM plan is regular software inventories. Determine the proper schedule depending on the size of your organisation, software acquisition habits and hiring rate. Schedule inventories on a schedule that will work best for the needs of your organisation.
- Inventory spot checks: In between full inventories, it's a good idea to perform periodic spot checks on the software inventory. Spot checks can be performed on a random sample of specific PCs or for a few specific software programmes. Determine a threshold of error for these spot checks. If the difference between the software inventory report and the spot check is significant, it may be wise to perform a full software inventory.

For downloadable templates and further information on Step 4: Develop a SAM Plan, visit:
www.microsoft.com/resources/sam/sbs_4.mspx

FAQs

ANSWERING YOUR QUESTIONS

FAQs

INTELLECTUAL PROPERTY

1. What is intellectual property?

Intellectual property is a group of legislative and common law rights affording protection to creative and intellectual effort. Intellectual property protection covers literary, artistic and musical works (including computer programmes); and inventions, scientific discoveries, industrial designs, trademarks trade secrets (confidential information). The four most common forms of intellectual property are copyright, patent, trade secrets (confidential information) and trademarks.

2. What is the importance of intellectual property protection?

In the new economy, the most important determinant of the profitability of a business is its 'intellectual capital' or the knowledge, information and experience that can be used to create wealth.

Industries such as computer software, film, music performing and recording and publishing are based almost entirely on the development and sale of their intellectual capital. These industries stand or fall on the strength of intellectual property protection provided by legal systems.

Computer programmes in some form or another underlie every action taken in cyberspace and are, therefore, the fundamental building block of the new economy. From a global perspective, the computer software industry employs 1.35 million people and produces US$175 billion in worldwide revenue annually. But while the information economy is soaring, so is intellectual property theft and information piracy. The long-term health of the global information economy rests upon the ability of the public and private sectors to work together to protect intellectual property rights against the growing problems of technology theft worldwide. Intellectual property protection provides the legal framework to safeguard intellectual capital.

Microsoft

GENERAL LICENSING

3. What is a software licence?

A software licence grants a person (or company) the legal right to use a software programme. For each software programme you use, you need a licence granted to it and proper documentation evidencing that licence. Microsoft offers many licensing programmes designed to meet your every need. The software licences that accompany these programmes will vary. Refer to the table in the Software Licensing Basics section.

4. What is an End User Licence Agreement (EULA)?

The End User Licence Agreement outlines the terms and conditions of use for the software programme you have acquired. For retail (Full Packaged Product) software, the licence agreement is between Microsoft and the end customer; for OEM (Original Equipment Manufacturer) software, the licence agreement is between the PC manufacturer and the end customer.

5. Where do I find my End User Licence Agreement (EULA)?

The EULA may be found in one of several different locations, depending on your Microsoft software. The three most common locations for the licence agreement are: 1) printed on a separate piece of paper that accompanies the software; 2) printed in the User's Manual, usually on the inside front cover or the first page of the manual; or 3) located online within the software product.

6. How are Microsoft's End User Licence Agreements (EULAs) delivered?

EULAs may be included with Microsoft software products in online or hard copy form. Please note that Microsoft does not authorise the bulk distribution of single EULAs on a stand-alone basis. Counterfeiters, however, have been known to distribute EULAs in this form in the marketplace. If you have questions about the legitimacy of your Microsoft EULA, please contact the Microsoft Anti-Piracy Hotline on **0800 013 2222**.

7. What is the difference between OEM (Original Equipment Manufacturer) software and retail (Full Packaged Product)?

OEM software is licensed for use only on the computer system on which it was installed originally. However, retail software may be transferred, in its entirety, to a different computer system as long as the person transferring the software deletes all copies of the software from their personal computer. Another difference is the identity of the licensor; for retail software, the licence agreement is between Microsoft and the end customer. For OEM software, the licence agreement is between the PC manufacturer and the end customer.

8. What is Microsoft Volume Licensing?

Microsoft Volume Licensing is the licensing method available to customers who wish to acquire multiple copies of Microsoft software. Volume licensing programmes provide flexible volume software licence purchasing options for corporate customers and other customer types including Academic and Government.

Customers who participate in Microsoft's Volume Licensing programmes can realise savings over retail Full Packaged Product and enjoy the flexibility of forecasting in order to budget for software acquisitions. For customers who need more than one copy of Microsoft software, acquisition through volume licensing can be an effective way to reduce their total cost of ownership (TCO). For each licence acquired, the customer is granted permission to use a copy of the software. We provide volume licensing opportunities through a variety of channels to give customers greater access and choice.

9. How do I establish that I have a legal licence?

Microsoft strongly recommends that you keep the following in order to establish that you have genuine and fully licensed software:

- All software and applicable components, including media and manuals
- Certificate of Authenticity (COA)
- End User Licence Agreement (EULA), which explains the terms and conditions of use for that software
- Purchase orders/receipts, to demonstrate the purchase of your licences

If you have purchased licences through a Microsoft Volume Licensing programme, you should retain your Licence Agreement and licence confirmation(s).

10. What happens if I use my Microsoft software without a licence?

If software is copied or not legally licensed, you are not only potentially putting your own home PC or work PC network at risk, you are also breaking the law. If you acquire software that isn't genuine, you could find that the software is defective, missing valuable code and can affect the security of your PC. Registered users of genuine software enjoy reliable and secure software and receive added value through technical product support and software upgrades.

Further, by using software that is inappropriately licensed, you are risking your business and professional reputation. Have legal confidence that your business uses genuine and licensed software.

11. Can I make a second copy of my Microsoft Office software for my portable computer?

The terms and conditions between different versions of the Microsoft® Office software product may differ; therefore, it is best to check your EULA and review the terms and conditions of use of your particular product.

12. Can I make a second copy of my operating system software for my home, work or portable computer?

No. The right to make a second copy of a Microsoft software product applies only to some application products and not to operating system software.

13. Is it legal for me to sell a software licence that I have bought and used?

Yes, as long as you follow the terms of transfer outlined in your Licence Agreement. For example, in relation to retail Microsoft software, you may transfer your rights under the End User Licence Agreement on a permanent basis provided you transfer all copies of the software and all written materials, including the original Licence Agreement and the Certificate of Authenticity where applicable. For any valid transfer, the software recipient must agree to the terms of the EULA. Any transfer must include the most recent product upgrade as well as any prior version that you have, including media and documentation.

Prior to transferring your software, you must remove all copies of the software from your machine, including your portable computer in instances where a second copy is allowed.

Licences under a Microsoft Open Licence Agreement can be transferred in most circumstances. If you wish to transfer software licences you purchased under a Microsoft Open Licence Agreement, you must transfer all licences purchased under your authorisation number to a single legal entity. Licences purchased under a Microsoft Open Licence Agreement cannot be broken up. There are additional requirements for transferring licences under a Microsoft Open Licence Agreement. Please refer to the relevant transfer clause in your Licence Agreement.

14. Can I transfer an OEM operating system licence from an old PC to a new one?

No. Current OEM licences for all operating system software are not transferable from one machine to another. Note: Some older EULAs for copies of certain OEM operating system software (that is; MS-DOS®, Microsoft® Windows® 3.1 and Microsoft® Windows® for Workgroups 3.1) distributed in 1995 or earlier may permit transfer of the OEM operating system software licence under limited circumstances.

15. I bought a new PC and want to move my operating system software from my old PC to the new PC. May I do that?

The software is licensed with the computer system on which it was originally installed. OEM licences are single-use licences that cannot be installed on more than one computer system. The EULA states that the licence may not be shared, transferred to or used concurrently on different computers. You must acquire a new operating system licence for the new PC.

16. Do the same OEM rules apply to Server products as they do to Desktop Operating Systems products?

Microsoft OEM EULAs vary. Check the EULA for each product. In general, OEM Server and OEM Desktop operating systems have similar licence terms, such as restrictions on transfer.

17. What are Licence Downgrade Rights?

Downgrade Rights entitle a customer to a previous version of the suite or application. Suites/Editions may not be broken up into their individual components; for example, Microsoft Office is a suite of programmes. You should refer to your relevant licence agreement for each Microsoft product and review if downgrade rights apply.

18. If I have several versions of the same product – for instance, Microsoft® Word in both Spanish and English – do I need more than one licence?

Yes. You need a licence agreement for every Microsoft product you have installed on your computer. All Microsoft licence agreements are version and language-specific. If you have Microsoft Word in both Spanish and English, you need two licence agreements – one for each language version. If you licensed a bilingual product; for example, with the English/Arabic version of Microsoft Word, the licence agreement covers both language versions of that single product.

19. What is concurrent use of software? Are concurrent Product Use Rights (PUR) available to commercial volume licensing customers?

Concurrent use is the sharing of software licences among multiple users. Commercial volume licensing customers are not offered concurrent product use rights through volume licensing. For further details, please check your specific Microsoft product and version.

20. What is the Product Use Rights (PUR) document?

PUR are the product-specific terms and conditions that govern how our products can be used in the volume licensing programmes. They are the equivalent of the EULA that a customer would receive when purchasing a retail product. Much of the wording is common to both the EULA and the PUR. It is an addendum to the Open Licence, Select Licence or Enterprise Agreement and lists for each customer how they can use the products that they acquire through the volume licensing programme they are participating in. The PUR document can be found at:

www.microsoft.com/resources/sam/download.mspx

21. When I upgrade a Microsoft product, does my End User Licence Agreement (EULA) for that product change?

Yes. The EULA included with the upgrade version sets forth the licence rights for both the original product and the upgrade. With every new upgrade product, you will receive a new EULA. Upgrade versions are treated as part of the whole product, because an upgrade often needs many of the basic components in the original software in order to run. This is true for both application and system product upgrades.

22. Can I transfer or give away old versions of my products when I acquire an upgrade?

The original full product and the upgrade product together are considered a single software unit. Therefore, you must retain the old product to remain legally licensed.

23. What if I've upgraded to the latest Windows operating system. Do I still need to keep my End User Licence Agreement (EULA) for the older version as part of my legally licensed product?

Yes. All copies together are treated as a single product, regardless of how many upgrade versions you've acquired. The upgrade licence is attached to the base licence (full licence) and together they become the legal licence.

24. What if my original product was acquired from a different software publisher and I upgraded to a Microsoft product?

If the Microsoft software is an upgrade from a product of another supplier (sometimes called a 'competitive upgrade'), you may only transfer the other software in conjunction with the Microsoft upgrade product.

25. What if I don't upgrade my product but acquire a completely new version? Do I still have to keep my old version of that product?

No. However, as you acquire upgrades for the new product, you must retain both the original product and the upgrade versions that together serve as a single product.

26. What is Product Activation?

Microsoft Product Activation is aimed at reducing software piracy (the number of illegal copies of a software programme). Product Activation also helps verify that the software has been legally licensed and ensures that Microsoft's customers are receiving the software quality that they expect. For more information on Product Activation, visit: **www.microsoft.com/piracy/activation_how.mspx**

HOW TO TELL IF YOUR MICROSOFT SOFTWARE IS GENUINE

27. What is a Certificate of Authenticity (COA)?

The COA assists you to determine whether the Microsoft software you have acquired is genuine. The COA is not the licence, but forms part of the documentation to prove ownership of your software. If you would like more information, visit: **www.howtotell.com**

28. My Microsoft product came with a Certificate of Authenticity (COA). Is that my End User Licence Agreement (EULA)?

No. The COA is an anti-counterfeiting security certificate that accompanies all Microsoft products. The COA label that accompanies all retail products can be found on the outside of the retail box. In relation to OEM software, the COA label is affixed to the outside of the product and when the software is installed onto the PC, the installer must affix it to the outside chassis of the PC. The COA label may also be found on the cable cord of OEM hardware products such as the Microsoft® Natural® keyboard, Microsoft Mouse and Microsoft® IntelliMouse® pointing device.

The COA is one assurance that the software is legitimate. For instance, if you purchased a PC from a computer store and it came with Microsoft Windows operating system software preinstalled on its hard drive, the COA should be affixed to the outside of the chassis on the PC.

The COA contains anti-counterfeiting security features, such as a latent image, to prevent the production of counterfeit Microsoft products. If you have not received a COA with your OEM or retail product, or if your COA appears to be counterfeit, please contact the Microsoft Anti-Piracy Hotline on: **0800 013 2222**.

29. I just bought a PC that came with Windows operating system software. Is the number on the Certificate of Authenticity (COA) that accompanied my computer the same as my Microsoft product serial number?

No. The number on the bottom of the COA helps Microsoft and its OEM vendors track legitimate products in the marketplace. Your product serial number is the number that first appears on your computer screen when you turn on your computer.

30. The CD Hologram?

Genuine Microsoft software comes with an edge-to-edge Holographic CD featuring a 3-dimensional holographic image over the entire surface of the CD. This holographic image is part of the CD itself, not a sticker, so it's easier to identify genuine Microsoft software.

GUIDELINES FOR SECOND-HAND PCS

31. Overview

Both suppliers and recipients of second-hand computer systems on which Microsoft software is installed must be aware of the terms of the EULA which govern the transfer of PCs on which Microsoft software is installed.

Failure to comply with the terms of the EULA when supplying a second-hand computer system may put you at financial, legal and professional risk.

In accordance with the Microsoft EULA, the software can only be transferred if the EULA, CDs and associated printed materials are physically transferred to the purchaser or recipient of the PC; and the purchaser or recipient agrees to the terms of the EULA.

32. Guidelines for suppliers

If you are transferring a second-hand PC on which Microsoft software is installed, whether by way of sale, donation, gift or otherwise, you must deliver to the purchaser or recipient the EULA, original CDs and printed materials for each Microsoft programme which is installed on the PC.

For example, if you are supplying a computer system on which Microsoft® Windows® 98 and Microsoft Office 97 are installed, you must supply to the purchaser or recipient of that computer system at the time of transfer the EULA, CDs and printed materials for each of those computer programmes.

If you are unable to locate the EULA or original CDs for a Microsoft programme, which is installed on the PC, you must delete that software from the hard disk drive of the PC prior to the transfer. Alternatively, you may purchase a new licence for that software, which you must then supply to the purchaser or recipient with the PC at the time of transfer. If you wish to purchase new licences for Microsoft software, please contact a Microsoft Channel Partner or Microsoft Authorised OEM Distributor.

33. Guidelines for recipients

If you are acquiring a second-hand PC on which Microsoft software is installed, whether as a purchase, donation, gift or otherwise, you must ensure that the supplier provides you with the EULA, original CDs and printed materials for each Microsoft programme installed on the PC.

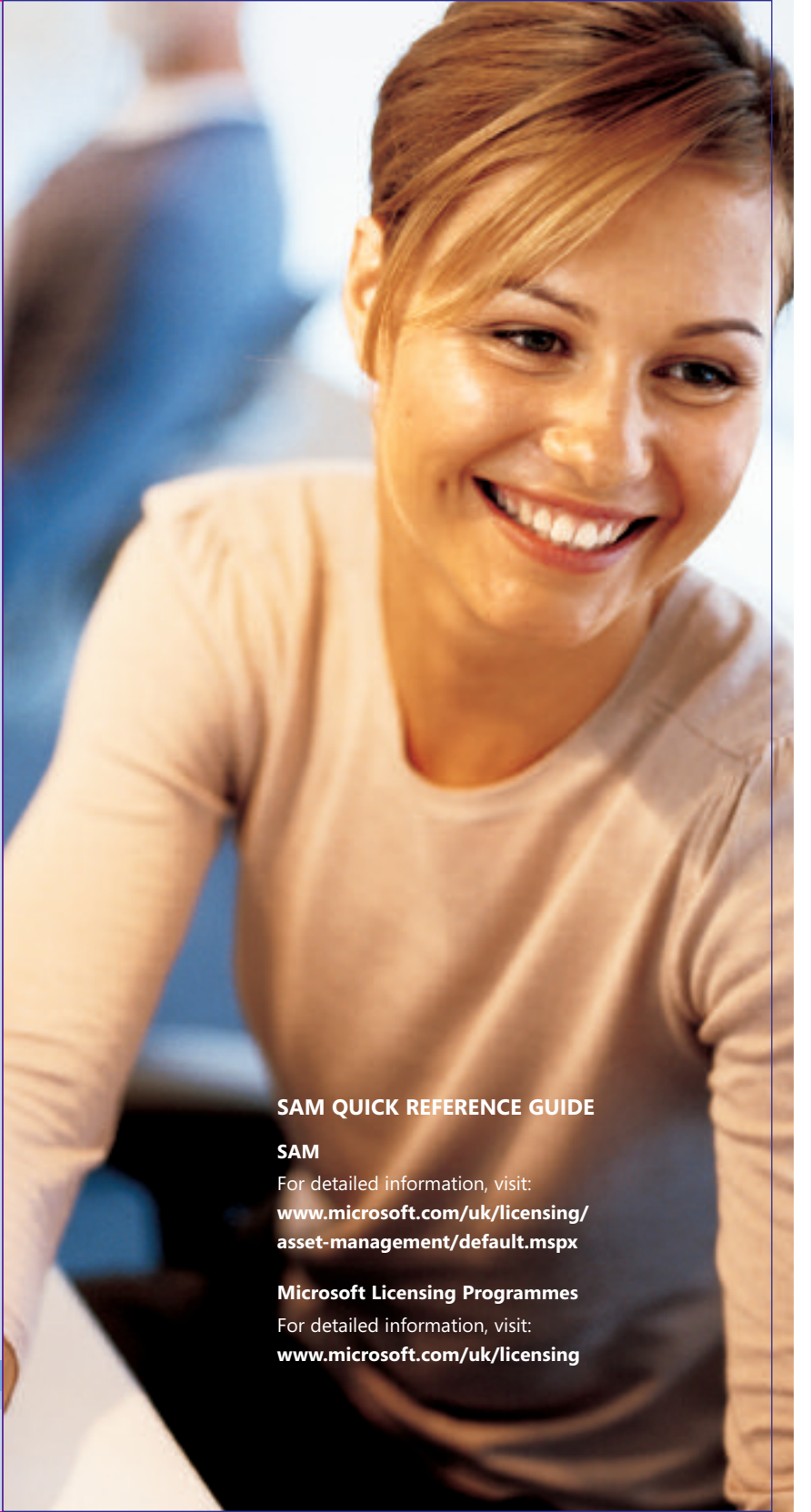
If the supplier is unable to comply with the terms of the EULA by providing you with the EULA and original CDs, you may not use the software product. In this case, you must either acquire a licence for the software or delete the software from the computer system.

34. Volume licences

You should be aware that licences granted under an Open Licence Agreement, Select Agreement or Enterprise Agreement are not transferable other than in very limited circumstances. If you are proposing to transfer a computer system containing Microsoft software, which is licensed under a volume licence agreement, please refer to your agreement to ascertain what is permitted.

Sam Checklist

Microsoft



SAM QUICK REFERENCE GUIDE

SAM

For detailed information, visit:
www.microsoft.com/uk/licensing/asset-management/default.mspx

Microsoft Licensing Programmes

For detailed information, visit:
www.microsoft.com/uk/licensing

Other Resources

Piracy: For detailed information, visit: **www.microsoft.com/piracy/uk/piracy**

Reporting Piracy: Email: **piracy@microsoft.com or tel 0800 013 2222**

How to Tell: For detailed information on differentiating between genuine Microsoft software and pirated software, visit: **www.howtotell.com**

For information on software piracy and Software Asset Management relating to non-Microsoft software, visit this industry association site at: **www.bsa.org/uk**

Licensing hotline: Call **0870 60 10 100** or email: **licensing@microsoft-contact.co.uk**

Thanks for contribution to Microsoft Software Asset Management initiative to:

Bytes
www.bytes.co.uk

Grey Matter
www.samwise.co.uk

KPMG
www.kpmg.co.uk

Phoenix
www.phoenix.co.uk

SAMPartners
www.sampartners.com

Teksys
www.teksys.co.uk/

TLC
www.tlc-ltd.com/

XVAR
www.xvar.it/

Microsoft

Microsoft Ltd
Microsoft Campus
Thames Valley Park
Reading
Berkshire
RG6 1WG

+44 (0)870 60 10 100
www.microsoft.com

Microsoft®

© 2004 Microsoft Corporation. All rights reserved. Microsoft, the Microsoft logo, IntelliMouse, Natural Keyboard, MS-DOS, Windows and Windows Server are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries. Other product and company names mentioned herein may be the trademarks of their respective owners.